

Pub

INDEX

TO

The
American Perfumer
AND ESSENTIAL OIL REVIEW

VOL. XXIX

MARCH, 1934—FEBRUARY, 1935

PERFUMER PUBLISHING COMPANY
NEW YORK

USDA
100



Index

American Perfumer & Essential Oil Review

VOL. XXIX.—MARCH, 1934—FEBRUARY, 1935

Subject:	Page	Subject:	Page
A			
Absorption of Vitamin D	587	American Oil Chemists' Society Fall Meeting	412
Administration Plans Sharp Revision of Old Drug Law, by C. W. B. Hurd	221	American Pharmaceutical Association Convenes at Washington	152
Administration Relaxing Trade Control, by C. W. B. Hurd	165	Meets at Chatham, Mass.	247
Administration, The, and Distribution, by Daniel C. Roper	601	Anise Oil in Indo-China	52
Advertising:		Antarctic Whaling Industry Endangered	260
British Cosmetic Publicity, by K. N. Richardson	437	Antiseptic Soaps, Fine, by Josef Augustin	106
Colgate Pushes "Cashmere Bouquet"	306	Apple Flavor, The, by H. Stanley Redgrove	629
Cosmetics and Drugs First on Radio	365	Arden, Elizabeth, Appoints George A. Stevens	510
Gardner Outlines Censorship Plans	355	Names E. P. Matthiessen General Manager	84
Glamour vs. Realism in Advertisements, by Grace R. Alker	179	Are We Satisfied with 1933 Packages? by Ruth Hooper Larisson	118
"Lux" Publicity Starts Controversy	115	Armand Co. Appeals Trade Commission Ruling	406
Making It Censor-Proof, by Leroy Fairman	13	Armour & Co. Is Recapitalized	252
Of Toilet Goods Increases	256	Names Cabell President	646
Outdoor and Mural Publicity, by Leroy Fairman	492	Armstrong Cork Co. Names Prentis President	86
Perilous Publicity (Editorial)	185	Aronson, R. H., Heads Code Authority	243
Proprietary Association Begins Control	310	Associated Manufacturers of Toilet Articles Arranging for Convention	24
Proprietary Association to Fight Bad Ads	192	Arranging Plans for Convention	58
Revolt of the Consumer, by Leroy Fairman	385	Board Acts on Tax Problems	462
Self Censorship of (Editorial)	341	Completing Convention Plans	111
Africa, New Essential Oils from, by H. Stanley Redgrove	131	Convention in New York	167
Alaska Improves as Cosmetic Market	147	Fights Maine Cosmetic Law	300
Alcohol:		Takes Action in "Lux" Controversy	115
Direct Sulfonation of Higher	194	The Convention (Editorials)	122, 184
New Jersey Bill Fought	48	To Fight Maine Cosmetic Law	468
Aldehydes from Naphtha, by William H. King and Clyde Q. Sheely	621	Welch Leaves	243
Alker, Grace R., Glamour vs. Realism in Advertisements	179	Wins Restraint Order Against Maine Act	244
Allied Products, Inc., Enlarge Plant	301	Association of American Soap & Glycerine Producers Arranges for Annual Meeting	461
Purchases "Apl."	520	Code Meeting	194
American Bottlers of Carbonated Beverages Meet at Buffalo	471	Fights Maine Cosmetic Law	300
Photos of Convention	577	Names Tax Committee	360
American Chemical Society Holds Spring Meeting	71	Selects Officers at Annual Meeting	561
Names Bartow President for 1936	562	Association of Canadian Perfumers and Manufacturers of Toilet Articles Golf Tournament	374
American Cosmeticians Association Meets at New Orleans	76	Atlanta Has Beauty Show	82
Meets at Chicago	364	Auch, Ralph H., Face Powder	343, 405
American Drug Manufacturers Association Meets at White Sulphur Springs	82	Manufacture of Solid Deodorants	187
American Management Association, Col. M. C. Rorty Elected President	254	Modernizing the Plant	500
Conference on Comptroller's Work	186	Auch, Ralph H., and J. O. Van Winkle, Modernizing Toilet Preparation Manufacture	627
		Augustin, Josef, Fine Antiseptic Soaps	106
		Avocado Oil in Cosmetics, by R. F. Eaton and R. N. Ball	190
		Avocreme Co. of Hawaii Makes Cosmetics	137
		Ayer, Harriet Hubbard, Names Brown Vice-President	245

Subject:	Page	Subject:	Page
B			
Babbitt, Inc., Buys "Wet Me Wet".....	25	Brown, J. H., Vice-President of Ayer.....	245
Ball, R. N., and R. F. Eaton, Avocado Oil in Cosmetics.....	190	Buffalo Soap Men Organize.....	468
Balsa Wood, Use of Perfumed.....	260	Business Records.....151, 212, 265, 317 372, 529, 583, 649	
Bartow Named 1936 A. C. S. President.....	562	Buyer, The Big Bad, by Jill Jessee.....	227
Beauty Cases That Go Places, by Jill Jessee.....	4	C	
Beauty Shop Regulation in Tampa.....313, 632		Calling the Turn in Creams, by Ruth Hooper Larison.....	387
Beauty Shop, Selling through the.....	508	California Cosmetic Association Offers Lectures.....	76
Bergamot Oil as an Antiseptic.....	585	Plans Northern Division.....	117
Big Bad Buyer, The, by Jill Jessee.....	227	Selects Goldman for President.....	563
Bleaching Earths, Determining the Decolorizing Power of.....	559	Campana Tube Wins Award.....	12
Bliss Laboratories Enjoin Y-Age.....	353	Canadian Association Golf Tournament.....	374
Bogert, Dr. Marston T., Speaks on Perfumes.....	129	Canadian National Exhibition.....	426
Book Reviews:		Canadian News.....41, 97, 153, 213, 266, 318, 373, 426, 484, 530, 584, 650	
Allen's Commerical Organic Analysis.....	40	Canadian Patents and Trade Marks.....42, 98, 154, 215, 267, 319, 375, 427, 485, 531, 585, 651	
Annual Report on Essential Oils, Synthetic Per- fumes, etc., published by Schimmel & Co.....	39	Canadian Perfumers' Semi-Annual Meeting.....	530
Aromastoffe, by Dir. Alfred Wagner.....	483	Canadian Pharmaceutical Association Convention.....	373
Bergamot Oil—A Dissertation, by Donald P. Mossman.....	149	Censorship of Advertising, Self (Editorial).....	341
Chemical Engineers' Handbook, edited by Dr. John H. Perry et al.....	212	Census of Cosmetic Manufacture, 1933.....	436
Chemical Formulary, Vol. II, edited by H. Bennett.....	648	Census of Flavor Industry in 1933.....	509
Chemistry of Petroleum Derivatives, by Carleton Ellis.....	264	Centaur Co. Buys "Z. B. T.".....	511
Custom House Guide, Edition of 1933-34.....	40	Chain Drug Store Sessions Held.....	638
Custom House Guide, Edition of 1935.....	648	Charabot, Dr. Eugene, A New Field Opened to Perfumery.....	77
Economics of Free Deals, The, by Leverett S. Lyon and Helen M. Wheeler.....	40	Chatham Cosmetics, Walter Hershfield with.....	28
Hair Dyes and Hair Dyeing, by H. Stanley Red- grove.....	149	Chemical Salesmen's Association Arranges Golf Season.....	111
Handbook of Chemistry and Physics (19th Edi- tion).....	482	First Golf Tournament.....	250
Hayes Druggists Directory and Commercial Reference Book.....	265	Names Alvarez for President.....	468
Headlines and Deadlines, by Robert E. Garst and Theodore Menline Bernstein.....	150	Plans Xmas Party.....	513
Law of Patents for Chemists, by Joseph Rossman.....	582	Chemists' Club Nominates Officers.....	20
Merck Manual, Sixth Edition.....	482	Chicago Drug and Chemical Association Elects Officers.....	94
Modern Publicity, edited by F. E. Mercer and W. Gaunt.....	424	Chicago Notes.....36, 94, 147, 209, 262, 314, 368, 422, 480, 525, 580, 646	
Pharmaceutical Formulas, Vol. II, edited by G. P. Forrester.....	265	Chicago Perfumery, Soap & Extract Association Holds Spring Party.....	94
Practical Everyday Chemistry, by H. Bennett.....	424	Closing Golf Tournament.....	368
Practice of Absorption Spectrophotometry, The, by F. Twyman and C. B. Allsop.....	317	Resumes Monthly Meetings.....	368
Skin Deep, by M. C. Phillips.....	528	Selects Officers.....	526
You Must Relax, by Edmund Jacobson.....	212	Chile, Demand for Cosmetics in.....	267
Borax Incompatibility, Combatting.....	626	Requires Cosmetic Registration.....	261, 473
Bourjois, Inc., Counterfeiters Convicted.....	45	Chiris and Dhumez Unite.....	518
Brazil, Toiletries Production in.....	267	Choosing Cartons for Soap, by Paul I. Smith.....	495
Bristol-Myers Co. Buys Rubberset Co.....	304	Christmas and the New Year, For (Editorial).....	498
Policies Questioned.....	511	Christmas Rush, The (Editorial).....	499
British Cosmetic Publicity, by K. N. Richardson.....	437	Circulars and Price Lists.....37, 95, 148, 210, 263, 315, 371, 423, 481, 527, 581, 647	
Exempt Chemicals for Duty.....	365	Citronella Oil Imports Up.....	319
Industries Fair, Cosmetics at, by H. Stanley Redgrove.....	72	Citrus Oil Exports from Italy Up.....	365
Institute Report on Essential Oils.....	483	Coconut Oil Tax Cuts Copra Imports.....	357
Soap and Essential Oil Exports.....	471	Coconut Oil Tax Enacted.....	105
Soap Exports Decline.....	365	Cod Liver Oil Soap.....	105
Brooks, H. L., Goes to Coty, Inc.....	300	Codes:	
		Budget for Toilet Preparations Code.....	384
		Code Authority Adopts Regulations.....	303
		Code Authority Calls Soap Industry Meeting.....	49
		Code Authority Issues Questionnaire.....	464
		Code Authority Nominations Made.....	121

Subject:	Page	Subject:	Page
<i>Codes, Continued:</i>		<i>Conventions, Continued:</i>	
"Code Eagle" Introduced	109	Association of American Soap & Glycerine Pro-	
Compact Makers Ask Classification	306	ducers Arranges for Annual Meeting	461
Complaint in Special Sessions Court	408	Meets at New York	561
Compliance Rules Set Up	406	Atlanta Has Beauty Show	82
Cosmetic Code Approved by President	53	Beauty School Convention at Chicago	352
Cosmetic Code Assessment Plan Approved	353	California Cosmetic Association Conference	117
Cosmetic Code Now in Effect (Editorial)	74	Elects Goldman	563
Cosmetic Container Code Approved	642	Canadian Perfumers Plan Semi-Annual Meeting	484
Exempt Private Print Shops	523	Chain Drug Store Sessions Held	638
Flavor Code Adopted	69	Cosmeticians Meet at New Orleans	76
Flavor Code Approved	329	Drug Institute Annual Meeting	514
Flavor Code Authority Members Named	463	Drug Section Elects H. G. Weicker Chairman	569
Flavor Code Officials Names	631	Drug Trade Dinner Arranged	515
Industrial Alcohol Code Effective	474	Sets Record	24
"Knocking" Violates the Code (Editorial)	74	Druggists' Supply Corp Meets	2
"Lux" Advertising Called Code Violation	115	Essential Oil Men Elect Weber	573
N.R.A. Conferences Overshadow, by C. W. B.		Federal Wholesale Druggists' Association Ar-	
Hurd	1	ranges for Annual Meeting	309
Natural Organic Products Association Formed	66	Meets at Providence	407
Organizing State Codes	110	Flavoring Extract Manufacturers Association	
Pacific Soap Trade Compliance Unit	415	Arranges for Convention	15
Powder Puff Code Authority Active	307	Arranging for Convention	59
Retailers' Opinions on Operation	540	Convenes at New York	124
Soap Code Assessments Being Made	357	Convention in New York	176
Soap Code Costs Cut	561	Florida Hairdressers Meet at Jacksonville	471
Toilet Goods Code Authority Elected	195	International Beauty Shop Owners Meet	73
Toilet Preparations Code Authority Organizes	243	Michigan Association Meets	12
Veale Named to Code Authority	512	Porier, Paul, Named President	564
Why the Tears? (Editorial)	234	Mid-West Beauty Trade Show	95
Wisconsin Hairdressers Under Code	364	Missouri Cosmetology Association Show	183
Colgate-Palmolive-Peet Co. Appoints Rapelje Su-		National Association of Insecticide and Disinfec-	
perintendent	84	tant Manufacturers Meets	513
Blakney Heads Division	196	Mid-Summer Meeting	180
Resumes Dividend Payments	246	National Association of Retail Druggists Meets	
Colorimetric Determination of Glycerine	260	at New Orleans	415
Columbia University Graduates Pharmacists	173	National Canners Association Meets	646
More Pharmacy Students at	417	National Hairdressers Assn. at Chicago	354
Compact Makers Ask Code Classification	306	National Manufacturers of Soda Water Flavors	
Competition Be Friendly? Can't This (Editorial)	288	Meet and Elect Officers	512
Connecticut Reports on Cosmetics	361	National Paper Box Manufacturers Association	186
Consumer, Free Goods and the (Editorial)	75	National Perfume and Cosmetic Manufacturers	
Consumer, Revolt of the, by Leroy Fairman	385	Association to Meet at New York	635
Consumer's "Free Deal," The (Editorial)	123	National Wholesale Druggists' Association Ar-	
Conventions:		ranges for Annual Convention	358
American Beauty and Styles Convention Ar-		Holds 60th Convention	407
anged	358	Nebraska Hairdressers' Show	9
Held at New York	412	New England Drug Show Held	101
American Bottlers of Carbonated Beverages		N. Y. Pharmaceutical Conference Meets	110
Meet at Buffalo	471	Official Hairdressers' Show Planned	358
Photos of Convention	577	Pacific Coast Soap Manufacturers Elect Merrill	48
American Chemical Society Spring Meeting	71	Packaging Machinery Manufacturers Institute	
American Cosmeticians Assn. at Chicago	364	Annual Convention	413
American Drug Manufacturers Association,		Holds Meeting	20
Meets at While Sulphur Springs	82	Synthetic Organic Chemical Manufacturers As-	
American Oil Chemists' Society Fall Meeting	412	sociation Annual Meeting and Election	517
American Pharmaceutical Association Convenes		Wisconsin Pharmaceutical Association	244
at Washington	152	Co-operation by the Boxmaker, by Georgia A.	
Meets at Chatham, Mass.	247	Freeman	60
Associated Manufacturers of Toilet Articles		Copeland Bill (See "Food and Drugs Act")	
Arranging Plans for Convention	58	Cosmetic Code Approved by President	53
Completing Convention Plans	111	Cosmetic Follies Discovered at the Toilet Goods	
Convention in New York	167	Counter	9, 70, 130, 183, 233, 299,
The Convention (Editorials)	122, 184		346, 404, 507

Subject:	Page
"Cosmetic Skin" Advertising Controversy	115
Cosmetics:	
As a Prosperity Factor, by A. R. Pinci	55
At Industrial Art Show	54
At the British Industries Fair, by H. Stanley Redgrove	72
Code Now in Effect (Editorial)	74
Distribution in Spain	183
Increase in U. S. Exports	189
New York Bill Would Require Labeling	15
Output at Bottom in 1933	436
Coty, Inc., B. E. Levy Heads	245
Names Brooks General Manager	300
Creams, Calling the Turn in, by Ruth Hooper Larisson	387
Creams, Mother-of-Pearl	553
Crop Report on Floral Products	324
Cuba Abolishes Luxury Taxes	267
Imports Fewer Toiletries	434

D

de Gorin, S. L., How to Use the Demonstrator	277
Demonstrating and the Alternative (Editorial)	394
Demonstrator, How to Use the, by S. L. de Gorin	277
Demonstrators, Promotion by, by Edna Colladay Pierce	542
de Navarre, Maison G., Desiderata	23, 80, 152, 189, 241, 326, 382, 402, 450, 509, 559, 625
Liquefying Creams	79
Permanent Waving Preparation	503
Sun Tan Preparations	229
Denmark Regulates Cosmetics	480
Deodorants, Manufacture of Solid, by Ralph H. Auch	187
Department Stores Sales Continue Good Record	460, 539
Depression's Effect on Sales (Editorial)	288
Desiderata, by Maison G. de Navarre	23, 80, 152, 189, 241, 326, 382, 402, 450, 509, 559, 625
Determination of Free Alkali in Soaps, by Dr. G. Knigge	403
Development Has Not Ceased (Editorial)	235
Dhumez and Chiris Unite	518
Display, A School of (Editorial)	17
Distribution, The Administration and, by Daniel C. Roper	601
Drug & Chemical Square Club Elects Koenig	515
Drug Institute Annual Meeting	514
Selects Lynn as Chairman	564
Drug Trade Dinner, 1,300 at	24
du Pont Division, King Heads	139

E

Eaton, R. F., and R. N. Ball, Avocado Oil in Cosmetics	190
Editorials:	
About Vacations	235
A. M. T. A. Convention, The	122, 184
Can't This Competition Be Friendly?	288
Cheap Soap Flakes Condemned	395
Christmas Rush, The	499
Consumer's "Free Deal," The	123

Subject:	Page
Editorials, Continued:	
Cosmetic Code Now in Effect	74
Delay on the Tax May Be Fatal	394
Demonstrating and the Alternative	394
Depression's Effects on Sales	288
Development Has Not Ceased	235
Excise Taxes and Rulings	552
Food and Drug Legislation	185
Food and Drug Revision Delayed	16
For Christmas and the New Year	498
Free Goods and the Consumer	75
Get Rid of Excise Tax	448
Holiday Trade and After	499
"I Know No Way of Judging of the Future But By the Past"	340
"Knocking" Violates the Code	74
Legislative Season, The	551
Maine Law Status, The	449
Many Raw Materials Still Bargains	16
Neglected Opportunities	289
N. R. A. and "Business Records," The	17
On the Nature of Perfumes	395
Originals or Copies	234
Perilous Publicity	185
Radio Aids Aromatic Sales	123
School of Display, A	17
Self Censorship of Advertising	341
Statistics of Production	449
Still Going Ahead	17
Strained Tax Interpretation, A	289
Successful Packaging Exposition, A	16
Three Drug Bills, The	610
To the Season	123
Unified Industry, A	611
U. S. Complete Business Census	498
We Are on the Up-Grade!	550
Why the Tears?	234
Will Private Brands Increase?	122
Effect of Light on Flavors	231
Emulsifying Methods, Improved, by H. L. Ramsey	193
Essences, Natural Fruit, by H. Stanley Redgrove	393
Essential oils:	
British Institute Report on	483
Exports from India	364
Imports and Exports	20
Italian Industry	11
Italian Tax on Exports	42
New, from Africa, by H. Stanley Redgrove	131
Extraction with Volatile Solvents, by Dr. Ernest S. Guenther	290

F

Face Powder, by Ralph H. Auch	343, 405
Face Powder, How It is Made, by H. Stanley Redgrove	18
Fairman, Leroy, Functions of the Wholesaler	181
Making Advertising Censor-Proof	13
Modern Sales Method, The	275
Outdoor and Mural Publicity	492
Revolt of the Consumer	385
Federal Trade Commission Activities	166, 242
And NRA, May Combine	273
Questions Bristol-Myers Policies	511

Subject:	Page
Jasmone Research, Priority of.....	110
Jellinek, Dr. Paul, Suggestions on Hair Preparations.....	125
Jessee, Jill, Beauty Cases That Go Places.....	6
The Big Bad Buyer.....	227
Joyce, Inc., Peggy Hopkins, Organized.....	203

K

Kellog, Henry B., Selecting a Liquid Toilet Soap..	162
Kentucky, No Tax Bill in.....	10
Proposes Toiletries Tax.....	76
Tax on Toiletries Considered.....	132
Tax on Sales Passed.....	173
King, K. T., Heads du Pont Division.....	139
King, William H., and Clyde Q. Sheely, Aldehydes from Naphtha.....	621
Knigge, Dr. G., Determination of Free Alkali in Soaps.....	403
"Knocking" Violates the Code (Editorial).....	74

L

Lander Co. Buys St. Louis Plant.....	307
Laurel Soap Observes 25th Anniversary.....	356
Larison, Ruth Hooper, A New High for Perfume Packages.....	336
Are We Satisfied with 1933 Packages?.....	118
Calling the Turn in Creams.....	387
Out of the Past—Choose the Future.....	603
Lautier Fils Honor Morel.....	202
Lavender Report from Grasse.....	590
Legislative Season, The (Editorial).....	551
Leigh Cosmetics, Inc., Organized.....	302
W. H. Hardy Controls.....	633
Leipzig Fair, Toiletries at.....	480
Leonhardt, F. H., Heads Fritzsche Bros.....	86
Lever Brothers Co. Gets Injunction on "Lifebuoy" "Lux" Publicity Starts Controversy.....	130
Starts More "Lifebuoy" Suits.....	354
Wins on "Lifebuoy".....	301
Levy, B. E., Heads Coty, Inc.....	245
Light, Its Effect on Flavors.....	231
Lipstick Containers, Duty on Ornamental.....	585
Liquefying Creams, by Maison G. de Navarre.....	79
Liquid Toilet Soap, Selecting a, by Henry B. Kellog.....	162
Lloyd, Dr. John U., Wins Procter Award.....	469
London School of Cosmetic Chemistry.....	473
"Lux" Publicity Starts Controversy.....	115

M

Maine Cosmetic Law:	
Discussed by Associated Manufacturers of Toilet Articles.....	171
Hearing Conducted.....	300
Maine Law Status, The (Editorial).....	449
Opposed by A.M.T.A.....	468
Order of Restraint Against.....	244
Procter & Gamble Files Brief.....	350
Repeal Bill Introduced.....	561
Repeal Bills Introduced.....	630
Manufacture of Solid Deodorants, by Ralph H. Auch.....	187
Market Reports.....	46, 102, 158, 218, 270, 322, 378, 430, 488, 534, 588, 654

Subject:	Page
Marly, Inc., Les Parfums, New Office.....	28
Matchabelli to Open Plant in Italy.....	134
Matthiessen, E. P., General Manager of Arden...	84
Mayham, S. L., 1935 Progress Demands Cooperation	537
McCormick & Co. Honors Officials.....	252
Mexico Alters Rates of Duty.....	364
Method of Selling Toiletries in.....	477
Michigan Cosmetic & Extract Association As- sembles.....	12
Association Officers.....	89
Conducts Golf Tournament.....	358
Ends Golf Season.....	413
Opens Season.....	473
Poirer, Paul, Elected President.....	564
Xmas Party.....	524
Milled Transparent Soaps.....	269
Missouri Cosmetology Association Show.....	183
Mitcham Becomes a Borough.....	364
Modern Sales Method, The, by Leroy Fairman...	275
Modernizing the Plant, by Ralph H. Auch.....	500
Modernizing Toilet Preparation Manufacture, by Ralph H. Auch and J. O. Van Winkle....	627
Morel, Alphonse, Receives Legion Cross.....	202
Mother-of-Pearl Creams.....	553
Mueller, Walter, with Van Dyk & Co.....	206

N

Naphtha, Aldehydes from, by William H. King and Clyde Q. Sheely.....	621
Nascent Soap, Remarkable Properties of.....	424
National Association of Insecticide & Disinfectant Manufacturers Holds Mid-Summer Meeting....	180
Meets and Elects Officers.....	513
Names Committees.....	565
National Perfume and Cosmetic Manufacturers Association Is Organized.....	59
To Meet at New York.....	635
National Association of Retail Druggists Meets at New Orleans.....	415
National Association of Wholesale Druggists Ar- ranges for Annual Convention.....	358
Holds 60th Convention.....	407
National Canners Association Convention.....	646
National Formulary 50th Anniversary.....	59
National Hairdressers and Cosmetologists Associa- tion Convention at Chicago.....	354
National Manufacturers of Soda Water Flavors Meet and Elect Officers.....	512
National Paper Box Manufacturers Association Meets.....	186
National Recovery Administration:	
And "Business Records" (Editorial).....	17
Approves Cosmetic Code Assessment Plan....	353
Budget for Toilet Preparations Code.....	384
Code Authority Adopts Regulations.....	303
Code Authority Nominations Made.....	121
Code Compliance Rules Set Up.....	406
Code Exempts Private Print Shops.....	523
Compact Makers Ask Code Classification.....	306
Conferences Overshadow Codes, by C. W. B. Hurd.....	1
Cosmetic Code Approved by President.....	53

Subject:	Page
<i>National Recovery Administration, Continued:</i>	
Cosmetic Code Now in Effect (Editorial).....	74
Cosmetic Container Code Approved.....	642
Drug Section Discusses.....	408
Enforcement Plans in Spotlight.....	109
Flavor Code Officials Named.....	631
Flavoring Extract Code Approved.....	329
"Knocking" Violates the Code.....	74
May Combine with Federal Trade Commission..	273
Natural Organic Products Association Formed..	66
Powder Puff Code Authority Active.....	307
Relaxing Trade Control.....	165
Reorganized, to Aid Business, by C. W. B. Hurd	383
Soap Code Assessments Being Made.....	357
Toilet Goods Code Authority Elected.....	195
Toilet Preparations Code Authority Organizes..	243
Natural Flower Oil of Jasmin, by Dr. Ernest S. Guenther	397
Natural Flower Oils, by Dr. Ernest S. Guenther	81, 451, 554
Natural Fruit Essences, by H. Stanley Redgrove..	393
Natural Organic Products Association Formed..	66
Naugatuck Chemical Appoints Couderchet.....	522
Nebraska Hairdressers' Show.....	9
Neglected Opportunities (Editorial).....	289
Nelson, E. K., Florida Tangerine Oil.....	347
New England Drug Show Held.....	101
New Equipment and Installations.....	37, 150, 262, 314, 370, 580
New Essential Oils from Africa, by H. Stanley Redgrove	131
New Field Opened to Perfumery, A, by Dr. Eugene Charabot	77
New Hampshire's List of Banned Dyes.....	580
New Incorporations	40, 96, 151, 212, 265, 317, 372, 425, 483, 529, 583, 649
New Jersey Alcohol Bill Fought.....	48
New Materials and Supplies.....	151, 210, 370, 581
New Packages and Products.....	4, 63, 112, 174, 224, 280, 332, 390, 442, 496, 548, 608
Allied Drug Products Co.	263
Ansehl Co., Benjamin.....	333
Arany, Inc.	496
Armand Co.	391
Avocreme Co. of Hawaii, Ltd.	137
Ayer, Inc., Harriet Hubbard.....	65, 114
Babcock Co., A. P.	390
Barbasol Co.	64
Beau Monde Cosmetics, Inc.	391, 496
Blue Waltz, Inc.	371
Bo-Kay Perfume Co.	423
Bonne Bell	444
Bost, Inc.	608
Bourjois, Inc.	4, 65, 112, 226, 332
Button Corp., George W.	5
California Cosmetics Corp.	281
Caron Corp.	391
Cheramy, Inc.	64, 423
Chess, Inc., Mary.....	548
Clifton Chemical Co.	423
Colgate-Palmolive-Peet Co.	224, 609
Colonial Dames, Inc.	175
Corcoran, Inc.	112

Subject:	Page
<i>New Packages and Products, Continued:</i>	
Corday, Inc., Parfums.....	114
Coty, Inc.	333, 392, 442
Crystal Corp.	211, 371, 372
Dipilatone Co.	390
Dunhill, Ltd., Mary.....	608
Earle, Inc., Marie.....	63
Erwyn Products, Inc.	174
Ey-Teb, Inc.	549
FEI Corp.	335
Field & Co., Marshall.....	64, 224, 280, 442
Fitch Co., F. W.	114, 390
Franco-American Corp.	174
Furida, Inc.	442
Gagarin, Inc., Prince Alexis N.	608
Glazo Co.	432, 609
Goldman Co., Mary T.	148
Gould, Ltd., Barbara.....	175
Grenoville, Inc.	390
Guerlain, Inc.	225, 496
H. and H. Co.	174
Harper, Martha Matilda.....	225, 496
Haubret, Martine	280
Houbigant, Inc.	4, 392
Hoyt & Co., E. W.	226
Jeurelle, Inc., Maison.....	442
Jewel Tea Co.	282
Keith-Thomas, Ltd., C.	443
Kelpex Laboratories, Inc.	442
Kent of London	442, 496
Kurlash Co.	5, 334, 609
Lancelle Perfumers, Inc.	549
Lander Co.	113, 280, 549
La Vall, Inc.	315
Lawrence, Mary	443
Le Gay	280
Leigh Cosmetics, Inc.	608
Lelong, Lucien	224
Lentheric, Inc.	113, 174, 224, 282
Lesquendieu, Inc.	4
Lewis Brothers	226
Lockwood-Brackett Co.	528
Luxor, Ltd.	264
Luzier's, Inc.	496
Malibu, Inc.	226
Matchabelli Products Corp., Prince	112, 174, 333, 608
McKesson & Robbins, Inc.	548
Melba, Inc., Parfumerie	5
Milady Products	175
Miles, F. J. M.	281
Molyneux, Les Parfums de	444
Muelhens, Inc., Ferd.....	496
Myon of Paris	113
Norsec Corp.	496
Northeastern Laboratories, Inc.	226
Norwich Pharmacal Co.	391
Nusheen, Inc.	392
Nyal Co.	149, 444
Ogilvie Sisters	225
Olo-Vit Laboratories	64
Park & Tilford	423
Park Avenue Perfumers.....	423

Subject:	Page
<i>New Packages and Products, Continued:</i>	
Penslar Co.	481
Phillips Chemical Co., Chas. H.	442
Potter & Moore	442
Procter & Gamble Co.	4
Prouty-Bowler Soap Co.	392
Puritan Cosmetics, Inc.	64
Quality Products Co., Inc.	496
Quinlan, Kathleen Mary.....	4, 112, 282, 496
Qui Sait Co.	391
Read Affinities, Humphrey.....	391
Renaud et Cie.	65
Riviere, Jules V.	225
Roger & Gallet.....	175, 548
Rosenfeld, Inc., Al.	113
Ross Brothers	281
Rubinstein, Inc., Helena.....	5, 114
Sage, Inc., Peggy	65
Scherk of Paris.....	280
Schnefel Bros., Inc.	113
Schultz Co., Lightfoot.....	443
S-P Laboratories	63
Stymie Co.	333
Tralee Co.	5
United Drug Co.	549
Universal Flavor Co.	225
Vanderbilt, Lucretia	175
V. B. Corp.	392, 423
Velvetina Co.	335
Vi-Jon Laboratories	211
Vivaudou, Inc., V.	334
Volupté, Inc.	65, 391
Warren Corp., Northam.....	281, 392
Weil, Parfums	63
Welch Co., C. S.	112
Wesmay, Inc., Parfums.....	424
Yardley & Co., Ltd.	63, 332, 390, 496
New York Pharmaceutical Conference Meets....	110
New York School of Display Commencement....	73
North Dakota Report on Extracts.....	576
Norwich Pharmacal Co. 50th Anniversary.....	632

O

<i>Obituaries:</i>	
Abraham, Joseph	525
Adamson, Adam	422
Amrhein, Florin L.	93
Bader, William B.	207
Baker, John T.	578
Bates, Ira	319
Batta, Armand	525
Beck, Mrs. Mattie Blanchard.....	367
Beggs, Robert A.	366
Behrens, Frederick	579
Beilstein, Christian	645
Black, Franklin	312
Blocki, John	145
Bode, Robert N.	367
Boehm, Mrs. Edward W.	647
Boone, Clifford C.	33
Bruff, Charles M.	261
Burnham, Phoebe	481
Burrows, Alfred T.	645

Subject:	Page
<i>Obituaries, Continued:</i>	
Callen, Frank A.	146
Callmeyer, Robert G. A.	422
Cass, William A.	207
Chatfield, George	146
Chauvet, Francois	33
Chittenden, Warde B.	209
Coppins, Harold C.	207
Coty, François	312
Coutlee, George Henry	313
Craig, Robert M.	365
Cranwell, Thomas G.	579
Dalrymple, H. L. G.	33
Danner, William	215
Dean, I. Rene	215
Dhumez, Mme.	93
Dickson, E. A.	375
Disher, William Herman.....	579
Dole, Frank B.	479
Eaton, Warren E.	525
Edelberg, Norman N.	653
Euler, Christian G.	421
Firmenich, Charles	34
Foster, Adelbert M.	579
Francis, William R.	579
Gane, Eustace H.	92
Glidden, G. Roy	366
Goldbaum, Dr. Jacob S.	480
Goodyear, Thomas Edward.....	367
Gormley, John	578
Gossage, Col. William Winwood.....	367
Gould, Joseph Bates	645
Graff, M. Brayton.....	313
Hall, Wilfred E.	262
Hopkins, Mrs. J. L.	645
Horn, Eugene	209
Huisking, Mrs. Bertha Q.	578
Hundt, Miss Ada.....	367
Hyde, Albert A.	579
Jenkins, Leonard A.	479
Jones, Stewart	584
Kassner, Dr. Herbert C.	261
Kelly, James E.	313
Kemp, Ervin F.	479
Kenne, Frank G.	422
Kent, Dr. Minta P.	578
Kerrigan, Mrs. James J.	579
Kilmer, Frederick Barnett.....	578
King, Earl	32
Knight, George A.	312
Lee, T. G.	479
Leonhard, Albert F.	145
Lothrop, Sumner A.	366
Lowe, Herbert G.	525
Mangan, Clarence V.	421
Maus, Frank J.	93
Maxim, Willard M.	93
Mayer, Mrs. Josephine K.	146
McLarty, Robert W.	97
Metz, Gen. Herman A.	146
Meyer, Otto P.	261
Money Penny, Samuel M.	367
Morena-Ferrand, Pierre	579

Subject:	Page
Procter & Gamble Co. Buys Building	568
Files Maine Cosmetic Law Brief	350
Purchases Canadian and Philippine Firms	639
Receives \$1,000,000 Whale Oil Cargo	161
Progress in 1935 Demands Cooperation, by S. L. Mayham	537
Promotion by Demonstrators, by Edna Colladay Pierce	542
Promotion, How It Works for the Manufacturer, by Edna Colladay Pierce	330
Promotion Methods That Get Results, by Edna Colladay Pierce	440
Proprietary Association Begins Advertising Control	310
Cullen Named Washington Representative	467
Gardner Outlines Ad. Censor Plans	355
Self Censorship of Advertising (Editorial)	341
To Fight Bad Ads	192
To Honor Blair	135
Protective Wrappers for Soap, by Paul I. Smith	339
Pure Food and Drug Notes	59, 433, 478

R

Radio Aids Aromatic Sales (Editorial)	123
Radio, Cosmetics and Drugs First on	365
Ramsey, H. L., Improved Emulsifying Methods ..	193
Rancidity in Soaps	298
Rancidity of Toilet Soaps, by Paul I. Smith	50
Rapelje, Walter S., Named Colgate Superintendent ..	84
Raw Material Imports Increase	272
Raw Materials, Many Still Bargains (Editorials) ..	16
Reciprocal Trade Treaties Planned, by C. W. B. Hurd	491
Redgrove, H. Stanley, Apple Flavor, The	629
Cosmetics at the British Industries Fair	72
Flavoring Fundamentals	295
How Face Powder Is Made	18
Natural Fruit Essences	393
New Essential Oils from Africa	131
Synthetic Flavoring Materials	505
Retail Trade Shows Sharp Gains	540
Revenue:	
Action on Southern Sales Taxes	76
Bottles and Caps Dutiable as Unit	645
Coconut Oil Tax Enacted	105
Duty on Ornamental Lipstick Containers	585
Iowa Sales Tax in Effect	59
Kentucky Considering Cosmetic Tax	132
Kentucky Passes Sales Tax	173
Kentucky Proposes Toiletries Tax	78
No Tax Bill in Kentucky	10
Panama Lowers Toiletries Duty	76
Perfume Bottle Carton Duty	645
Tax Question Coming to the Fore	327
Treasury Seeks Additional Cosmetic Taxes, by C. W. B. Hurd	435
Revolt of the Consumer, by Leroy Fairman	385
Richardson, K. N., British Cosmetic Publicity	437
Roper, Daniel C., The Administration and Distribution	601
Rorty Heads American Management Association ..	254
Rouge Exports in 1933	478
Ruzicka, L., et al., Jasmone Constitution	21

Subject:	Page
S	
Sagamor Metal Goods Corp. in New Quarters....	258
Sales Promotion, How It Works for the Manufacturer, by Edna Colladay Pierce	330
Sales Promotion, The Function of, by Edna Colladay Pierce	222
Sales Method, The Modern, by Leroy Fairman	275
Salt Content in Toilet Soaps, Controlling, by Paul I. Smith	560
Schimmel-Fritzsche Agency Terminated	568
Schimmel Organizes Own Branch	573
Seeley & Co. Tenth Anniversary	138
Seil, Dr. Harvey A., et al., Jasmone Constitution ..	21
Selling Through the Beauty Shop	508
Sheely, Clyde Q., and William H. King, Aldehydes from Naphtha	621
Sherman, Dr. Henry C., Receives Nichols Medal ..	20
Sicilian Citrus Plant Disease	470
Silver, Value of in the Modern Perfumery	617
Smith, Paul I., Choosing Cartons for Soap	495
Controlling Salt Content in Toilet Soaps	560
Protective Wrappers for Soap	339
Rancidity of Toilet Soaps	50
Soap:	
British Exports Decline	365
Choosing Cartons for Soap, by Paul I. Smith ..	495
Cod Liver Oil	105
Code Authority Seeks Cost Data	194
Controlling Salt Content in Toilet Soaps, by Paul I. Smith	560
Determination of Free Alkali in, by Dr. G. Knigge	403
Fine Antiseptic, by Josef Augustin	106
French Require Origin Mark	362
Government Soap Projects (Letter to Editor) ..	552
Japanese Exports Expanding	425
Milled Transparent	269
New Tablet Can Be Hung Up	314
Patent Suit to Trial	407
Powdered Toilet Soap Specifications	531
Preservatives	260
Production during 1933	297
Protective Wrappers for, by Paul I. Smith	339
Rancidification of	108
Rancidity in	298
Remarkable Properties of Nascent	424
Selecting a Liquid Toilet, by Henry B. Kellogg ..	162
Suit Decision Is Postponed	478
Surface Chemistry Leads to New Use, by Dr. Hans F. Winterkorn	457
Soap Flakes, Cheap, Condemned (Editorial)	395
Soap Industry to Meet	49
Soap Materials Market	52, 108, 164, 220, 272, 324, 380, 432, 490, 536, 590, 656
Soap Preparations, Trade in	49
Sodium Silicate Soap Powders	194
Solvents, Extraction with Volatile, by Dr. Ernest S. Guenther	290
Spain, Cosmetic Distribution in	183
Stanwick Co., Inc., Buys Building	201
Stevens, George A., Now with Arden	510
Still Going Ahead (Editorial)	17

Subject:	Page	Subject:	Page
Suggestions on Hair Preparations, by Dr. Paul Jellinek	125	Tooth Pastes and Tooth Powders, by Dr. E. G. Thomssen	622
Sulfonation of Higher Alcohols, Direct	194	Trade Mark and Patent Department . . 43, 99, 155, 216, 268, 320, 376, 428, 486, 532, 586, 652	
Sun Tan Preparations, by Maison G. de Navarre ..	229	Trade Notes	25, 83, 133, 196, 243, 300, 350, 406, 461, 510, 561, 630
Surface Chemistry Leads to New Use for Soap, by Dr. Hans F. Winterkorn	457	Treasury Seeks Additional Cosmetic Taxes, by C. W. B. Hurd	435
Surface Tension, Monograph on	531	Treff, W., et al., Jasmone Constitution	21
Synthetic Flavoring Materials, by H. Stanley Redgrove	505	Tugwell Bill (See "Food and Drugs Act")	
Synthetic Organic Chemical Manufacturers Association Arranges Outing	157		
Holds Outing	180		
Meeting and Election	517		
Synthetic Perfumes, U. S. Progressing in	257		
		U	
T		Unemployment Insurance in Wisconsin	472
Takara Laboratories Opens Hollywood Plant	571	Unified Industry, A (Editorial)	611
Tampa to Regulate Beauty Shops	313	Uruguay, Transit of Luxury Articles in	267
Regulation Is Appealed	632	U. S. Completes Business Census (Editorial)	498
Tangerine Oil, Florida, by E. K. Nelson	347		
Tax:		V	
Action on Southern Sales Taxes	76	Vacations, About (Editorial)	235
A. M. T. A. Board Acts on Tax Problems	462	Van Dyk & Co., Mueller Joins	206
Campaign on Taxes Opens	547	Van Winkle, J. O., and Ralph H. Auch, Modernizing Toilet Preparation Manufacture	627
Coconut Oil Tax Enacted	105	Veale, W. R., Heads Colgate Soap Department	631
Delay on the, May Be Fatal (Editorial)	394	Vitamin D, Absorption of	587
Excise Taxes and Rulings (Editorial)	552	Vivaudou Tries Price Stabilization	406
French Luxury Tax Held Part of Value	359	Vivaudou, Victor, Organizes Vimay, Inc.	510
Iowa Sales Tax in Effect	59	Volatile Solvents, Extraction with, by Dr. Ernest S. Guenther	290
Italian, on Essential Oil Exports	42		
Kentucky Considering Cosmetic Tax	132	W	
Kentucky Passes Sales Tax	173	Wayne University Cosmetic Course	643
Kentucky Proposes Toiletries Tax	78	We Are on the Up-Grade! (Editorial)	550
No Bill in Kentucky	10	Weeks, Carl, Gives Home to Drake University ..	514
Peru Levies Surtax on Toiletries	585	Weicker, H. G., Heads Natural Organic Products Association	66
Processing Tax Cuts Copra Imports	357	Weil Paris, Inc., Parfums, Formed	631
Question Coming to the Fore	327	Werner, H., et al., Jasmone Constitution	21
Rejection of Oil Tax Indicated	49	Whale Oil Haul, Huge	272
Sales Tax Called Backward Step	475	Whaler Brings \$1,000,000 Oil Cargo	161
Soap Makers Name Committee	360	Wholesaler, Functions of, by Leroy Fairman	181
Strained Tax Interpretation, A (Editorial)	289	Wildroot Has New Canadian Plant	25
Taxes Engage Washington Attention, by C. W. B. Hurd	606	Winterkorn, Dr. Hans F., Surface Chemistry Leads to New Use for Soap	457
Treasury Seeks Additional Cosmetic Taxes, by C. W. B. Hurd	435	Wisconsin Hairdressers Under Code	364
Teale Soap Co. Enjoined by Pine Tree	3	Wisconsin Pharmaceutical Association Meets	244
Thallium, Poisoning by	186	Wisconsin, Unemployment Insurance in	472
Thomssen, Dr. E. G., Tooth Pastes and Tooth Powders	622	Wolfe Award, The Irwin D.	635
Thurston & Braidich Admits Partners	30	Women's Exposition to Feature Cosmetics	351
Tin Package, There's More to a—than Meets the Customer's Eye, by Georgia A. Freeman ..	284	Wrappers for Soap, Protective, by Paul I. Smith ..	339
Toilet Goods "Committee" Formed	630		
Toilet Soaps, Rancidity of, by Paul I. Smith ..	50	Z	
Toiletries Foreign Trade Gains	283	Zimmer, M. B., Heads Chicago Drug and Chemical Association	94
Toiletry Course in London, New	473		
Toothpaste, American, in Use Over World	490		

ge

22

2

0

5

1

2

1

7

8

5

6

7

1

7

6

0

0

3

0

4

6

1

1

2

1

1

5

7

4

4

2

5

1

0